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ALFRED MITTING

Berry Specialist

No. 8 New Street - Santa Cruz, Cal.

INDEXED

1915



Country Beautiful---Childhood Happy Hours



The way berry plants were trimmed at Berrydale, 1910, by Alfred Mitting

PERSONAL GREETING:—

In sending you my 1915 catalog, I do so in the hope that it will meet with your fullest approval. I desire to call attention to a few important points of special interest to berry growers. I have given space in it to a few of the best paying berries, and shall hereafter offer nothing but the cream of varieties tried and tested from a commercial standpoint. The varieties which we offer have now become standard for us, and will remain so until we find by actual test and experience, something that is far superior.

I am now 56 years of age. I have given all the active years of my life to fruits and flowers, paying especial attention to berries. I reduced my list because I am not able to give a greater variety my personal attention; but I can, and will personally supervise the production of these standard varieties herein referred to, and nothing but the finest plants that I am able to produce will be shipped.

You will also find a valuable receipt on Rhubarb and Red Dutch Cabbage. We hope you will take advantage of these and test them to your satisfaction.

I wish to thank my many friends for their past favors. The liberal patronage accorded me is greatly appreciated. I invite your continued patronage and hope to serve you for many years to come.

Very truly yours,

ALFRED MITTING, Manager.

MACATAWA EVERBEARING BLACKBERRY



UNITED LITHO. & PTH. CO., ROCHESTER, N. Y.

Originated 1909 and Introduced by Alfred Mitting Fall 1912

What You Can Do on 200 Acres

Now, if you have money or land, and want to make profits equal to those of any business, and more than most, you can do it with Berries. If you are a farmer you can make Berries your main crop; if you have money and can buy land and go into the Berry-growing business. B. F. Duncan, of Seattle, Washington, wrote me last Winter, asking how he could handle 200 acres of land in Berries. I put considerable thought into my reply to Mr. Duncan's inquiry, and cannot explain my idea to you any better than by printing my letter here:

My Dear Mr. Duncan: Your idea of laying out 200 acres into ten-acre tracts with six acres of Berries on each ten acres cannot be beat as a money-maker. I tested it myself by buying twenty-five acres of ground, at \$20 per acre, in April, 1910, clearing off ten acres at a cost of \$22 an acre, and planting seven acres to Berries, all at a cost of \$1,000. I sold this land last May for \$2,000 cash. There is no better proposition for a real estate firm or private owner than to lay out large tracts of land into smaller Berry farms. Every Berry-grower from the Atlantic to the Pacific is prosperous and making a lot of money. You cannot go into any other industry and find *everybody* getting along well.

Canned Berries have gone up 20 to 25 per cent during the last season, in the face of a full crop in 1911, and you cannot buy a pound of dried Berries on the Chicago market today for 50 cents a pound. I suggest that you leave an acre or two and put up a canning, preserving and drying plant a year from planting the Berries.

I am posted on all the Berries grown in the world and would suggest that for Pacific Coast conditions you plant the true Burbank's Phenomenal Berry, the Mammoth Blackberry, Plum Farmer Black Raspberry, Shepard's Pride Red Raspberry, Boskoop Giant Black Currant (which should be a great success in the Washington climate), Perfection Red Currant, Downing Gooseberry and the Himalaya Berry. I don't think I would plant Strawberries, as that Berry is more plentiful than all others combined, and the work it requires is expensive and hard compared with what other varieties demand.

To plant six acres of each ten in a 200-acre tract, would make 120 acres of Berries. I would plant as follows:

On Ten of the Six-Acre Patches.		Plants
2 acres Giant Himalaya, 5x10 feet apart, takes.....	1,800	
1 acre Mammoth Blackberry, 5x10 feet.....	900	
1 " Burbank's Phenomenal, 5x10 feet.....	900	
1 " Plum Farmer Black Raspberry, 5x5 feet.....	1,750	
1 " Shepard's Pride Red Raspberry, 2x5 feet.....	4,000	
1 " Boskoop Giant Black Currant, 2 yr., 6x6 feet.....	1,000	
1 " Perfection Red Currants, 6x6 feet.....	1,000	
1 " Giant Himalaya, 5x10 feet.....	900	
1 " Downing Gooseberry, 6x6 feet.....	1,000	

The Cost of Plants for Twenty Ten-Acre Places (Six Acres Planted on Each) Would Be as Follows:

30 acres Giant Himalaya totals 45,000 plants, @ \$20 per 1,000	\$900
10 acres Mammoth Blackberry, 9,000 plants, @ \$15 per 1,000	135
20 acres Shepard's Pride, 80,000 plants, @ \$15 per 1,000	1,200
20 acres Plum Farmer, 35,000 plants, @ \$15 per 1,000.	525
10 acres Burbank's Phenomenal, 9,000 plants, @ \$25 per 1,000	225
10 acres Boskoop Giant Currant, 10,000 plants, @ \$75 per 1,000	750
10 acres Perfection Currant, 10,000 plants, @ \$50 per 1,000	500
10 acres Downing Gooseberry, 10,000 plants, @ \$60 per 1,000	600
120 acres 226,000 plants.....	\$4,835

This plan may be changed, but I believe it cannot be improved upon. The first crop, I estimate, should run from \$300 to \$500 per acre. I often have taken more than 1,000 crates of sixteen quarts each from an acre in Placer and Santa Cruz counties, California. These ten-acre places, after two years, ought to sell fast at from \$500 to \$1,000 an acre.

I haven't space to say much more here, but every farm near a town, and every piece of waste land that will grow anything, can be handled in this same way at a great profit. If you are interested, write to me, and I shall be glad to go into the matter fully with you.

Macatawa
Everbearing
Blackberry



My Permanent Home

BERRIES.—Cherries, strawberries, Loganberries, blackberries and other small fruits are grown here to the greatest advantage, the soil and climate in the vicinity of Santa Cruz being particularly favorable for fine and abundant yields in these lines. The berry season is exceptionally long, strawberries being in bearing from six to eight months.

Pajaro Valley Crop Report for One Year:

Apples (green) Cars.....	4,023
Apples (evaporated) tons.....	1,600
Apples (canned) cases.....	150,000
Berries (chests).....	150,000
Sugar beets (tons).....	7,000
Potatoes (sacks)	100,000
Apricots (evaporated) tons.....	600
Vinegar and cider, barrels.....	15,000

Santa Cruz invites attention to its equal climate, maximum sunshine, cool summers, mild winters permitting almost every day outdoor sports and exercise, central location easily within

the 100-mile radius of San Francisco, from whence will spread the great impetus to the growth and prosperity of the Pacific coast following the opening of the Panama Canal, to be celebrated by the Panama-Pacific International Exposition in San Francisco in 1915. It is conservatively estimated that the population of California will be doubled by 1920, and Santa Cruz is located but 78 miles from San Francisco's incomparable harbor, the Golden Gate, which will take its rightful place as the greatest harbor in the world as soon as the Panama Canal is open.

Santa Cruz County, area 320,000 acres, has about 30,000 inhabitants. It has 22 postoffices, among them Watsonville, the metropolis of the Pajaro Valley, Boulder Creek, Felton, Mount Hermon, Ben Lomond, Brookdale, Glenwood, Skyland, Laurel, Bonny Doon, Capitola, Soquel and Aptos.

Agriculture, horticulture, floriculture, viticulture, poultry raising, fishing, dairying, timber, bituminous rock and lime are the leading natural resources of the County. Apples, strawberries, cherries and other small fruits, also poultry, thrive here beyond comparison with any other section. For fiscal year recently ending official figures show that the output of the industries of Santa Cruz County had a total valuation of more than ten million dollars.

House rents are reasonable in Santa Cruz. Five-room unfurnished houses can be had from \$10 to \$20 per month; furnished, \$15 to \$40. Eight-room unfurnished houses, from \$15 to \$25 per month; furnished, \$20 to \$50. During the so-called Winter months furnished houses can be had for half the specified rent. Good residence lots, on car line, or within two blocks of same, can be purchased for prices ranging from \$500 to \$2,000 per lot. Within two miles of the Santa Cruz postoffice good level fertile land, with either running hydrant or well water, costs from \$150 to \$300 per acre. Tracts from 5 to 8 miles out cost from \$50 to \$150 per acre. Farming land, generally speaking, can be bought for from \$35 to \$75 per acre. Improved and paying orchards cost from \$250 to \$500 per acre.

Irrigation is unknown in the county, except for lawns, flower gardens, berries and garden truck. Strawberries, when irrigated, can be gathered during eight months in the year. The average size of fruit, truck and poultry farms is from 1 to 5 acres.

Strawberry culture offers one of the best openings to newcomers of limited means, the average yield being from \$200 to \$500 per acre. Apricots are a fine crop, yielding from \$150 to \$250 per acre; apples, \$100 to \$300 per acre; cherries, peaches and pears, \$250 to \$500 per acre; grapes, \$100 to \$200 per acre. Citrus fruits are not raised commercially. Truck gardening, \$200 to \$500 per acre. Laying hens net \$1 per hen per year. Dairy cows net \$10 per head per month.

Laborers receive here \$2 per day; teamsters with team, \$4 and \$5; masons, \$5; carpenters, \$3.50 to \$4.50; farm hands, \$30 per month with room and board; mechanics, 35c to 50c per hour; fruit pickers, \$1 to \$3 per day. Eight hours constitute a day's work for mechanics and laborers.

Good milch cows are worth \$35 to \$50 each; horses, \$50 to \$150 each; poultry, \$5 to \$9 per dozen.

Redwood costs from \$12 to \$25 per thousand; clear, surfaced lumber, \$35 to \$45; rustic, \$33 to \$42; flooring, \$30 to \$42; shingles, \$1.60 to \$2.50; laths, \$3.50.

For more detailed information write the Santa Cruz Chamber of Commerce.

The Macatawa Everbearing Blackberry

The Macatawa was originated by Alfred Mitting in 1909, at Holland, Mich. It is a cross between the Giant Him-



Training Plants to Grow as You Want Them to.

alaya and the Eldorado, and was offered to the trade in Fall of 1912. I have named it the Macatawa, as that term suggests to me the idea of cold Michigan Winters and our occasional dry Summers, which this Berry withstands without the slightest damage. It went through the extreme cold weather of 1911-1912 in an exposed situation, without freezing. The Macatawa has characteristics of both its parents. The fruit is very large and sweet; in fact, it is the sweetest Blackberry grown. It is coreless and almost seedless, very solid, jet black when ripe, and can be shipped one thousand miles without bruising.

The shape is oblong, very uniform, averaging $3\frac{1}{2}$ inches around one way, by $3\frac{1}{4}$ inches the other way.

It begins blooming in the Southern and Coast States about February 15th; in the Eastern States about April 1st. One month later you can begin to pick.

It is a continual cropper from Spring until frosts; in fact, it is the only Berry I have found in my 46 years' experience that is positively an everbearing variety.

Its bloom is almost semi-double, being about the size of a silver dollar. So far, all who have tried the Berry, say that it is the sweetest and best flavored Berry they have ever tried. When it was in fruit at Berrydale it was admired by everyone who saw it, and three thousand plants were sold to visitors in the Fall of 1912. The young plants come from suckers and not from tips; but it is a shy sucker maker, so we propagate by digging up the roots between the rows and cutting same into $1\frac{1}{2}$ -inch pieces. These piece roots are sown in rows 4 inches deep, and the rows 2 feet apart. They should be sown in the Southern and Coast States from December 1st to March 1st; in the Central States from March 1st to May 1st. By the next Fall you will have nice plants full of fiber roots. The plant will be 18 inches high and ready to plant in the field for fruit.

The Macatawa likes a heavy loam soil best, but does well in lighter or heavy soil; the one-year-old plants should be planted 2 feet apart in the row and the rows 6 feet apart.

A Fruit Garden

Many of our friends have but a small piece of ground. They want a variety of fruit throughout the entire fruit season, and a variety that will enable them to put away something in canned or dried fruits for Winter's use. We recommend certain varieties for the South, certain varieties for the Central States and again different varieties for the far Northern States, Canada, etc. We will not burden you with long letters, but will answer your questions promptly and plainly in few words, and tell you what we think you ought to do. It is always best to write us on these subjects.



The Reward of Good Work—Good Fruit.

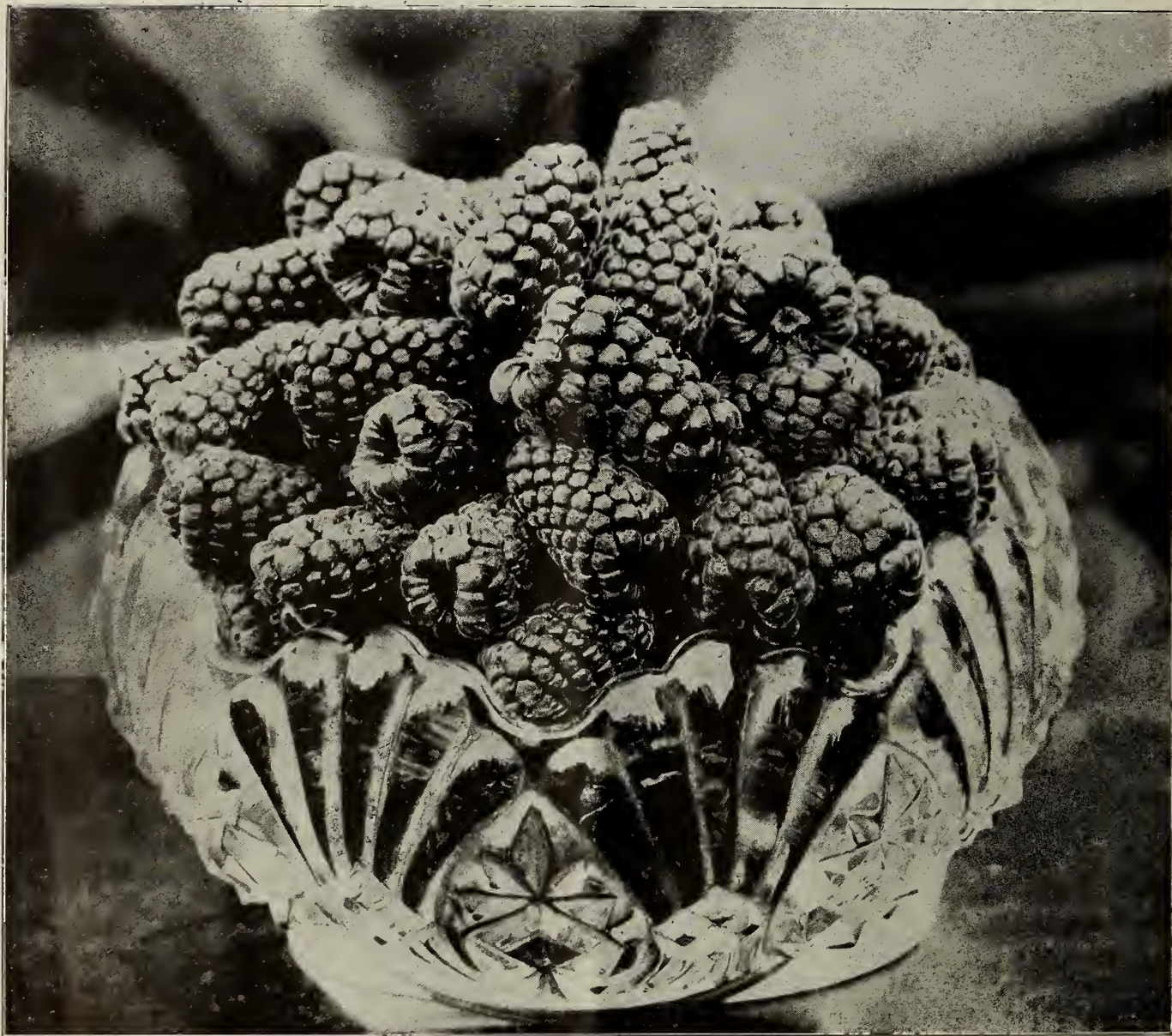
History of Alfred Mitting and His Berry-Growing Work

To understand rightly what kind of man you are dealing with, and what the real nature of his business is, you must look over his past life and see what he has done. The following, from the official "Biographical and Genealogical Record," will give you a very good idea of my work and of the kind of Berry plants you may expect to get from me. It was written from Morris, Illinois, where I lived in 1900.

The prosperity of a community depends upon its commercial interests, and the representative men of a town are those who are foremost in promoting its business affairs. Their energy and enterprise not only bring them individual success, but also enhances the general welfare, and thus they may be termed public benefactors. There are in all communities certain business interests which are not only a credit to the town, but are also a matter of pride to its citizens, and such a one is now controlled by Mr. Mitting, the well-known secretary and busi-

ness manager of the Morris Floral Company. He first came to this city in 1876, and established his permanent residence here in 1893.

He was born in Tunbridge Wells, Kent County, England, March 4, 1858, and his parents Robert and Lydia (Piper) Mitting, were both representatives of old English families. For many years his father has been engaged in flower-culture, and at this writing, in 1900, is numbered among the leading florists of Ashurst, Kent, England. Thus in early life our subject

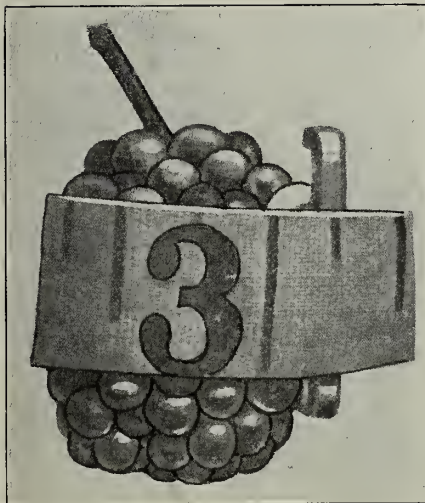


The Burbank's Phenomenal Berry.

became familiar with the business, gaining a thoroughly practical knowledge of the best methods of cultivation of plants. His ability in this direction has been the means of bringing to the Morris Floral Company the splendid success which has attended their enterprise. The school privileges which Mr. Mitting received in his youth were limited, but from reading, observation and experience he is now a well-informed man. He was trained to the habits of industry, economy and perseverance, and the development of such traits in his character has made him a splendid business man, and has enabled him successfully to carry forward the business undertakings with which he has been connected.

At the age of eighteen years, Mr. Mitting came to America, at which time his uncle, Moses Britt, was residing upon a farm near Morris. Making his way to Grundy County, he worked upon his uncle's farm for two years, and then entered the employ of the late Judge Hopkins as a gardener and coachman. In August, 1879, he sustained a sunstroke, and, his health being impaired thereby, he returned to England, where he remained till 1881. However, he had become greatly attached to the United States, and believing that this country afforded better opportunities than the Old World, he once more boarded a western-bound steamer that brought him to American shores. Arriving in Morris, he rented land of his uncle and engaged in gardening for one season. Through the succeeding two years he carried on general farming on rented land near Morris, and then spent four years in a flouring mill in Newton, Kansas. At the expiration of that period he returned to Morris, where he engaged in farming on rented land through several Summer seasons, while in the Winter months he worked in flouring mills in Independence, Missouri; Kewatwen, Canada; Galveston, Texas; Muskegon and Holland, Michigan.

On the 4th of March, 1893, he again became a resident of Morris, and since that year has been identified with the floral interests of this city. On the 7th of August the Morris Floral Company was organized by Mr. Mitting, S. M. Underwood, C. D. Britt and Anna Goodenough. They began business on Canal Street, within the limits of the city, and from the first success attended their enterprise. In April, 1897, six acres of land were purchased just east of the city limits, whereupon a larger plant was constructed, consisting of a splendid greenhouse with



The
Macatawa
Berry is $3\frac{1}{2}$
inches
one way by
 $3\frac{3}{4}$ inches
the other

A wonderful
producer

20,000 square feet under glass and well-arranged rooms for office, storage and packing purposes. On the east side is the hoiler house, 28 x 35 feet. Over 10,000 feet of pipe conveys the steam to the different departments, and a fine artesian well supplies the water for the plant, and there are two large cisterns containing the rainwater from the roofs. A fine fish-pond has been arranged on the grounds, and is supplied with water from the overflow of the well and cisterns. Graveled driveways have been constructed, and the entire plant is a model of its kind, being perfect in every department. Mr. Underwood is the president and treasurer of the company, and Mr. Mitting is secretary and manager. The latter is not only an excellent florist but also a practical business man, and, under his direction, the company has enjoyed a steady increase of business from the beginning. They supply the city retail demands, but outside of Morris sell only to the wholesale trade, the early output being about one million plants, purchased by florists throughout the United States and Canada.

Mr. Mitting's hope of benefiting his financial condition in the New World has been more than realized, for he has not only secured a good living, but has also acquired a handsome competence that numbers him among the substantial citizens of Morris.

A TRIBUTE TO TOWSER.

Gentlemen of the Jury—The best friend a man has in this world may turn against him and become his enemy. His son or his daughter whom he has raised with loving care may prove ungrateful. Those who are nearest and dearest to us, those whom we trust with our happiness and our good name may become traitors to their faith. The money that a man has he may lose. It flies away from him perhaps when he needs it most. A man's reputation may be sacrificed in a moment of ill-consideration. The people who are prone to fall on their knees to do us honor when success is with us may be the first to throw stones of malice when failure settles its cloud upon our heads. The one absolutely unselfish friend that man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous, is his DOG. Gentlemen of the jury, a man's dog stays by him in prosperity and in poverty, in health and in sickness. He will sleep on the cold ground where the Winter winds blow and the snow drives fiercely, if only he may be near his master's side. He will kiss the hand that has no food to offer. He will lick the wounds and sores that come in encounter with the roughness of the world. He guards the sleep of his pauper master as if he was a prince. When all other friends desert, he remains. When riches take wings and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens. If fortune drives the master forth an outcast in the world, friendless and homeless, the faithful dog asks no higher privilege than that of accompanying him to guard against danger, to fight against his enemies. And when the last scene of all comes, and death takes its master in its embrace, and his body is laid away in the cold ground, no matter if all other friends pursue their way, there by his graveside will the noble dog be found, his head between his paws, his eyes sad but open in alert watchfulness, faithful and true even to death.

A. M.



Macatawa is a Great Berry for Canning.

In the Spring of 1901, I went to Placer County, California, where I bought a twenty-acre fruit ranch for \$6,000. The trees were eight years old.

After raising one good crop of fruit, I built greenhouses and planted 22,000 carnations on an acre. From this acre I sold \$6,000 worth of rooted cuttings. The expenses were only \$3,000, leaving \$3,000 profit. This beat any record of profit from an acre in one year ever known in California. The carnation cuttings were lifted in the field by four Japs and taken to greenhouses, where four girls trimmed them, then two Japs put them in the sand to root. It took thirty days to root them. Twenty thousand were handled daily, and a little more than 700,000 plants were rooted during that season.

In the meantime I was experimenting with all the finest Berries on the Coast, and selling more than 300,000 plants a season. In my travels about California I discovered that the white Calla Lily could not be grown successfully anywhere in California or in the United States, except around the Monterey and San Francisco Bays, so I began to grow bulbs there, and advertised Calla Lilies at wholesale. Orders came so fast that I sold my fruit ranch at Loomis, and bought a place near Santa Cruz. Here I bought, grew and sold bulbs in the Summer months, increasing my trade from 50,000 bulbs the first year to 1,500,000 the fourth year, and some years clearing from \$4,000 to \$6,000.

In the Winters I handled all kinds of nursery stock, especially Berry plants. After eight years in California, my health became so poor that I concluded to go back East, so I sold out my business there and moved to Holland, where I lived until the Spring of 1914. I do not expect to

move again, as I like Santa Cruz and the California climate. My Berry business is my hobby, and it receives all my time and skill.

My success has come from knowing a good thing when I saw it, and then investing heavily when it was first introduced. For instance, when Luther Burbank first advertised the Shasta Daisy, I bought \$10 worth of seed, and \$10 worth of young plants. I sowed the seeds, and as soon as the plants were up, transplanted them. When the plants had four leaves I advertised them in the trade papers at \$10 a hundred, and sold \$396 worth of plants inside of three months from sowing the seed. My original \$10 worth of plants were set out for seed, and inside of one year I had cleared more than \$400 from them. I did the same thing with Lawson and Enchantress Carnations, America Gladiolus, and Giant Himalaya Berry, and a great many other fruits and flowers that are standard now. All through my career I have made it a point to take advantage of every opportunity of making money.

In 1882, while driving to town one day (I lived near Morris, Illinois, then), I saw a lot of very large willows in a hedge or windbreak on the north side of a large orchard, belonging to a Mr. Whipple. I turned right around and went in and asked Mr. Whipple what he would take for those willows. He told me if I would cut them 3 feet from the ground I could have them all for \$15, so I bought them and went right into town and sold them for props in a coal mine at \$14 per thousand. I cleared \$96 above all expenses, before the Spring work began. Another time while I was going from Kansas City to Galveston, Texas, in looking from the car-window between Houston and Fort



Himalaya Trellis—Ornamental as Well as Productive.



Giant Himalaya Berries—Two Years Old.

Worth, I saw willow bushes full of large bunches of mistletoe. On the Chicago market this was worth \$10 a barrel. I got off right there and shipped a lot of it and made money. Now, carloads are shipped from there every year.

In 1882 I rented thirty acres of ground just east of Morris, for vegetable growing. Among the things we planted was an acre of early sweet corn, a splendid crop when the supply was not too great for the local market, but worthless when there was a glut, which was the case that year. One morning I had a notion to send a shipment of ten sacks, or 120 dozen ears, by express to Chicago. I shipped them to M. George & Sons, South Water Street, and was surprised to get a net return of 50 cents a dozen. That one shipment started sweet corn raising on a large scale in that neighborhood; and today, following out my idea, there are 3,000 acres grown each year. In 1877, I believe, I originated the idea of Fall-plowing for corn in that section. To get rid of an extra-large accumulation of manure I hauled it out on oat stubble in October, and then had to plow it under to keep it from wasting in the Winter. The next Summer this land was put into corn that went seventy-five bushels to the acre. Other corn went only thirty-five bushels to the acre. The Fall-plowing idea was taken up everywhere.

At the present time men come to see me from almost all over the world to ask my advice regarding the planting of Berries, and about various land projects. Hundreds of people come to see me when the Himalaya Berries are ripe. I began advising people a good many years ago. One day a real estate man came to me, and wanted me to go into a neighboring county to look over a couple of thousand acres of land that a colony of Mormons was expecting to plant peach trees on. I went over with him, and found that the land was next to worthless for peaches. That real estate man would have paid me almost anything

I asked him, if I would just make a favorable report to these Mormons. But I had never fooled anyone yet, and did not want to begin it then, so I just told them what that piece of land was. They went off fifty or sixty miles in another direction, and had me pick out a good piece of land, and made a great success. Just think what disappointment and loss there would have been if they had struggled along for several years in the bad location before they found out what was wrong.

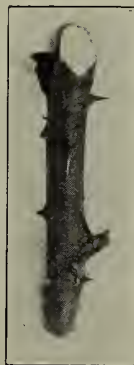
I went up into Wisconsin one year, and laid out and planted 120 acres of Berries. Nearer home I am continually going out and selecting land, arranging, planting, etc., for those who are starting on a large scale. More than just starting these people, I keep in touch with them and see that they make a financial success of their Berry-growing business. I point out to them the good things that I see and try to get them to stick, up hill and down, until they win out, just the same as I have stuck to the good things I have seen and that made me money. I tell them it is Grit that talks even more than money—Grit and Honesty.

To make money in any line of business, I take up something new. In growing Berry plants, or in nursery work I aim to import valuable new plants from other countries, and hybridize to produce entirely new plants. In Europe they use the word "Improved" in relation to plants the same as we use the word "Pedigree." It means the result of continual selection of the cream of the plants you grow, just as if you would sow wheat or oats with seed selected from the bin, select the best heads of grain and keep up the selection each year. In five years you would have "pedigreed" wheat, or an "improved" quality, as it would be called in Europe, and it would produce at least ten bushels more to the acre than the common seed which you selected from the bin in the beginning.

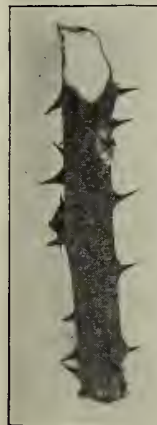
This cannot be called a new kind of seed, for new kinds are got by hybridizing. Suppose we want a new carnation. We select two healthy plants of different kinds, say one white and one pink. We plant them in good situations, and give them the best of care, watching them closely. When we find a perfect stem and flower-bud on each plant at the same time, we put a roomy cheese cloth net over their blooms so insects cannot interfere with our work. As soon as the blooms are fully expanded, we take the nets from the flowers, and with a small camel's-hair brush take



First Year
½-inch Diameter.



Second Year
1-inch Diameter.



Third Year
1½-inch Diameter.



Fourth Year
2-inch Diameter.

Showing Himalaya Wood Growth.

a little pollen from one flower and apply it to the stamen of the other flower. The stamens generally are long, and if we want a new plant that will produce a very large bloom we apply the pollen on the top of the stamens, if we want a stronger stem and not such a large bloom we apply the pollen to the stem of the stamens; if we want a stronger calyx on the new flower we apply the pollen on the bend of the stamens. Then we put the net back over the flowers and leave it on until the bloom goes to seed. This is the way we form new varieties. It takes time, sometimes years, before we get anything that is much superior to existing kinds, but to work with Nature is one of the finest enjoyments of my life.

As I have pointed out, I have made money, but I always has been in things which I naturally like to do. I have been busy improving, or "pedigreeing," all kinds of Berries and flowers, and hybridizing and originating new varieties. My constant effort is to get something better than has existed heretofore. I have succeeded in producing many such varieties, all of which I list in my catalog and offer to my customers in an accurate and reliable manner.

The first of May, 1914, on account of the long, cold Winters, I moved again to Santa Cruz, Calif., where I expect to live the balance of my life.

I have leased ground and have transplanted my best Berries from Holland to Santa Cruz, Calif., especially my New Macatawas. I have also a heavy planting of bulbs. Santa Cruz, Calif., is one of the Best Climates on the coasts. It is not too hot nor too cold. We have fresh vegetables and fruits all the year around and living expenses are low. If you are coming to Santa Cruz I would be very pleased to have you call and see how we grow fruits, vegetables and flowers.

About Blackberries

To successfully propagate the Blackberry, we dig up or plow up the roots each Fall, along about October 1st.

We gather up the roots and cut them in pieces of 1-inch length. These pieces we sow in rows 1 inch apart and in rows 2 feet apart. Young plants from all standard Blackberries grow from suckers or piece root, not from tips. The drill rows should be deep enough so when planted the roots will be 4 inches in the ground. One year from the time these roots are put out, the young plants will be ready to sell at from \$6.00 to \$10.00 per thousand, according to the variety.

You can produce from one acre 150,000 young plants. They can be plowed up, easily handled and yield a large profit. It takes millions of plants each year to supply the nursery trade of the United States. Gentlemen, the United States is a big country, and the population is increasing at the rate of 10,000,000 a year. It will take 100,000,000 Berry plants to meet the increased demands, to say nothing about the 15 years we are behind in meeting our present population requirements.

It is time that we look this Berry business square in the face. May I help you? Let us talk business.

ALFRED MITTING.

Burbank's Phenomenal Berry

Everyone knows Luther Burbank. He is a man who does things and has brought into existence many things that have added millions to the products of this country.

Burbank's Phenomenal Berry is Luther Burbank's triumph in the Berry line. It is very large and juicy, of a rich Red Raspberry flavor, very solid, slightly tart and similar in appearance to the Red Logan, but has an individuality, making it a distinct variety and differing from the Red Logan to such an extent that it might be called a big

improvement on the Red Logan and that is saying a good deal.

Its canes are stronger, Berries larger, more juicy, and a bigger cropper. Growers who have grown both varieties together, say there is as much difference as the sun from the moon, and still the resemblance is there. It is the best Berry for drying and canning grown on the Coast, and where the Phenomenal is planted the Red Logan is largely discarded. This I consider is indeed a triumph to the name of Luther Burbank.

This Berry will be grown on hundreds of acres on the Coast and Southern States in years to come. The plants make a rapid growth of 15 to 20 feet a year and should be put on trestles for support. The fruiting wood dies each year, the same as Red Raspberry.

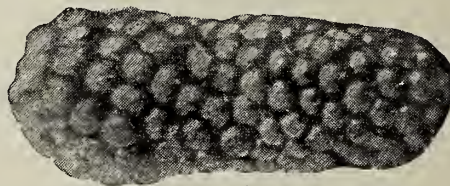
Plants are very scarce and the price must naturally be higher than common Berries. Nice heavy rooted plants, \$1.00 for 12; \$1.75 for 25; \$2.00 for 50; \$4.00 for 100.

ALFRED MITTING.

The Mammoth Blackberry

The Mammoth Blackberry was introduced by a Mr. Watters, of Watsonville. It is the longest Blackberry grown, being sometimes 2 inches long. Its young plants come from tips, not suckers.

It crops very early, the same time as the Logan and Burbank's Phenomenal. About June, the Berry will ship



1,000 miles, and so far, a good market is found for the Berries.

The Fruit Canes die after fruiting, so as to tie up the New growth of canes for the next year's crop.

The Mammoth does well on the Coast and Southern States, but is not hardy enough for Eastern, Central or Northern States.

The Plants should be planted 5 feet apart in the row. The rows should be 8 or 9 feet apart.

ALFRED MITTING.

The Red Logan

The Red Logan was originated by Judge Logan, of Santa Cruz, Calif., and was introduced by Mr. Watters, of Watsonville.

It is a cross between the Red Antworth Red Raspberry and Crandall's Blackberry. The Berry has the Raspberry flavor and red in color. It is a large Berry when properly grown, and the market half is high on account of the fast Raspberry flavor. For dried Berries the demand is very large.

I am doing a heavy planting for this purpose alone. By putting up a small evaporation plant and drying your own Logans, packing them in Raisin Boxes similar to dried Raisins, you would get the top notch in prices—about 20 cents a pound, wholesale. They should be planted 5 feet apart in the row and the rows 8 feet apart.

The fruiting Canes die every year and the young plants are raised from tips.

St. Regis Everbearing Raspberry

Plants for St. Regis, planted early in April, gave ripe Berries on the 20th of June of the same year. For four weeks thereafter the yield was heavy and the canes continued to produce ripe fruit freely without intermission until the middle of October. The Berries were large and beautiful, firm and full flavored to the very last.

St. Regis is the only Raspberry, thus far known, that will yield a crop of fruit the season it is planted. Bears first, last, and all the time. Raspberries for four months—that's what you get when you plant the St. Regis. The new everbearing variety. Moreover, they are not only Raspberries, but Raspberries of the very highest grade.

The variety has been aptly termed "The early till late" variety, for it is the first Red Raspberry to give ripe fruit, while it continues to produce Berries without intermission until late in October. St. Regis is of pure American blood and of ironclad hardihood, the canes enduring the severest cold uninjured, and are wonderfully prolific. Unlike Belle de Fontenay, Henrietta, Marvel of Four Seasons, and all other so-styled everbearing Red Raspberries that have preceded it (and many others that are not everbearing), its foliage never suffers from sunburn or scald, nor its growth of cane impaired by the heat or drought of summer.

In addition to the bright crimson color and large size of the fruit, it is so firm and rich in sugar that it will stand shipping two hundred miles, arriving at market in first class order; and it can be kept in perfect condition for several days after being gathered.

The merits of this truly reliable everbearing Raspberry may be summarized as follows:

1. It is the earliest of all Red Raspberries.
2. It's wonderfully prolific, the first or main crop being far greater than that of any other variety known.
3. It gives a crop of fruit all Summer and Autumn, fruiting on the old canes in generous quantities until late in August. By this date the Berries begin to ripen upon the young, i.e., current year's canes, which continue to produce Berries in increasing numbers until late Autumn—in fact, until severe frost.
4. Berries are bright crimson, of large size, and of surpassing quality—rich, sugary, with full Raspberry flavor. They are of exceedingly meaty, firm texture, and keep in good condition longer, after being gathered, than any other Red Raspberry. As a shipper it is unexcelled.
5. The canes are of stocky, strong growth, with a great abundance of green leathery leaves.
6. It succeeds upon all soils, whether light or sandy, or cold heavy clay, and the canes are absolutely hardy.

Bears the First Season

St. Regis yields a crop of fruit the first season it is planted. Plants of it planted in early April gave Berries on June 20th of the same year. For four weeks thereafter the yield was heavy, and the canes continued to produce ripe fruit freely without intermission until the middle of October. The Berries were large and beautiful, firm and full flavored to the very last.

Awarded a Certificate of Merit by the American Institute of New York.

Starting in the Berry Business

Many people write me on the subject of Berry growing. They ask "How much or how little do I need to make a proper start in the Berry business?" I cannot answer these questions intelligently until I know the conditions confronting the individual, but I am glad to have friends of the Berry business write me, because I believe I can help them.

As a general proposition, let me make this suggestion. Rent 5 acres of ground for 5 years, with the privilege of

buying at any time during that period. Fix your price when you sign the lease. Plant Berries in these. As a starter, Plum Farmer Black Cap Raspberry, which take 1,750 plants to the acre. Plant them 5x5 feet apart, requir-



ing for 5 acres, 8,750 plants. This will cost you at the rate of \$10.00 per thousand, \$87.50 for the 5 acres. When the plants are 18 inches high, pinch off the tips. Do this along about May each year. They will root when the branches reach the ground, about the 1st of September. Get a sharp stick and make a hole in the ground and put the tips of the canes about 3 inches deep. Press the soil against them so the canes will not spring up again. This is the way to raise young plants successfully.

They have a ready sale to the nursery trade at from \$4.00 to \$5.00 per thousand. One man can put under from 4,000 to 5,000 tips in one day. By growing the plants and fruits you have a double proposition. The fruit from the 5 acres, 16 months from planting, will run 300 crates of 16 quarts each, per acre, or a total of 1,500 crates from the 5 acres. You can produce 10,000 plants per acre, or 50,000 plants from the 5 acres the season. Figure it out for yourself and then take this one suggestion as an example of what may be done or might be done with other Berry plants.

We sell our Plum Farmer Berries from \$1.40 to \$1.60 per crate. Local market conditions, of course, will effect the net profits somewhat. In growing Berries, the soil should be kept clean at all times—free from weeds, because weeds are robbers of the soil, and take out of the soil a great deal of the plant food that should go into the Berries.

When the fruit is picked each season, cut away and burn the dead wood, leaving a new wood to fruit the next season. Please remember, where you can invest a small amount of money in this way, you are doing it upon a safe basis. Where can you bring such a large return in any other way?

We have said nothing about the increased value of the land. At the end of the second year your 5 acres in Berries would be worth at least \$300.00 per acre, depending of course upon location and market conditions. There are those who have Berry farms who would not sell them for \$1,000.00 per acre. These values are based upon the annual net income.

The Plum Farmer is a splendid Raspberry. It likes sandy loam soil best, but it is a profitable producer in all parts of the United States. I have some splendid stock of the Plum Farmer variety. Let me fill your order.

ALFRED MITTING.

Our Guarantee

We make our guarantee plain enough. Read the third cover page and order accordingly.

Red Raspberries—Shepard's Pride

This is a new Red Raspberry which has been grown extensively by the originator and his friends for five or six years, but which has not been on the market before. The Berries are dark, velvety, red, very firm and sweet. They are round instead of pointed, and are larger than any other Raspberry. The flavor is all that can be desired, and the Berries are firm enough to be shipped anywhere. The plants are sturdy and large branching. There is no question about its hardiness. I consider it the best all-around Red Raspberry grown in the United States. Three years ago I bought 3,000 plants from the introducer—a man by the name of Shepard, in Wisconsin. The first season fruiting in 1911 convinced me that it was extremely good, and the next crop gave further proof of its value. It will be a commercial leader. The introducer now has a number of acres of it, and has practically discarded all other varieties. I have planted a heavy stock, as I shall need all the plants I can raise to fill my orders. I recommend this variety very strongly, and know that it will make money for you.

The Shepard's Pride likes a rich, sandy loam soil best, but does well on any soil that is sandy, with no clay to speak of, when plenty of drainage is available and water does not stand very long at a time to sour the ground. The best success I have had with them is to plant them 2 feet apart in the row and rows 7 feet apart, so the rows are thick and compact. The young growth should not be cut back before Spring. It takes about 3,000 plants to plant an acre. There is such an unusually heavy demand for the plants that we have set the price as low as we dare. But the Shepard's Pride is, to my knowledge, absolutely the finest Raspberry grown. **ALFRED MITTING.**

Berry Growers

The Berry business is a live wire with lines of sparks flying all directions. With your support and co-operation we will do our best to make the business better and the sparks brighter.

The growing of Berries has been sadly neglected, or at least to such an extent that the business has suffered and the opportunities neglected.

The prosperous times enjoyed throughout the entire country during the past twelve years have caused many to overlook the real money value of Intensive Farming. We have farmed broad acres recklessly and neglected the opportunities to be found in a few acres well cultivated.

The Berry business furnishes the best prospect for big money along these lines. Our smart boys from the farm have listened to the city demands for hearty, intelligent country young men, and the result has been that the less ambitious have stayed at home doing whatever they could in a half-hearted way. Thus the drones have been left behind and the cities have become great and strong because of the influx of country manhood. As a result, Berry growing has been neglected and the opportunities overlooked, but going back to the soil agitation has awakened a new interest in Berry growing, and the opportunity is right here. It is spreading in all directions and now is the time to plant Blackberries, Raspberries, Strawberries and other small fruits and make money thereby.

Let me advise you as to how best to start in the business in a prosperous way. Tell me what you have—the amount of land available for Berry growing—the kind of soil—your markets. I can, and will help you.

ALFRED MITTING.

Berry Growing in the South

To make a success in the Berry business in the Southern States, it is necessary to understand conditions thoroughly of soil, climate, markets and to be wise in selecting your varieties, and in planting and cultivating the crop.

In the first place there are plenty of Berries that can be grown in the South with a large margin of profit. Heretofore the people in the Southern States have not manifested that "get up and do things" spirit along these lines as they should. In many ways they have the advantage of the Northern States.

In the second place they can ship early to local or Northern markets and secure top-notch prices, either fresh, dried or canned; or if they put them in jams or jellies or instill them into fruit juices, wines, etc., they have a ready market for them at all times. The following varieties do well where the latitude is from 1,000 feet to sea level:

Macatawa Berry
Himalaya
Red Logan

Mammoth Blackberry
Burbank's Phenomenal
Oregon Evergreen

Dewberry

and several varieties of Strawberries. You should be careful, therefore, not to plant varieties that are not suitable for Southern climate and conditions.

If you will write me I will be glad to help you and keep you from making mistakes. In the Berry business mistakes are costly. You not only lose the money you invest in the plants, but time and labor as well, and it is all unnecessary because there is a right way of doing it, and we want to start you right.

We would advise heavy planting. The Berry business is yet in its infancy. The demands far exceed the supply.



Oregon Evergreen Berry Leaf.

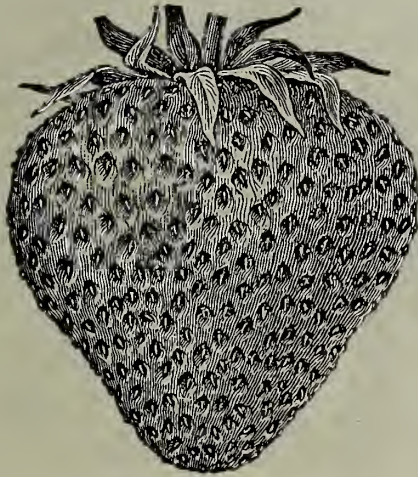
In planting your vegetable garden or orchard, be sure that you include the standard Berries and the proper varieties, such as I have listed in this catalogue. For the amount of money invested in plants and land, you cannot beat the Berry business when it comes to the annual clear profit per acre in dollars and cents. In planting for a commercial purpose we would not advise you to put out less than one acre of each variety. If you cannot afford to do it that way, you had better wait until you are able to make the investment and engage in the business the right way.

Let me help you start right. ALFRED MITTING.

The Dollar Strawberry

Anything that will endure the test of time to the extent of 1,000 years, will be considered a good thing.

We cannot tell you how old the Dollar Strawberry is. This Berry is very old. Thousands of plants are being grown all over the Pacific Coast. It is one of the most



favorable varieties. On account of its long season of producing, it is found good for home use and commercial purposes. Pickers like the Dollar Strawberry. When properly grown it will yield as high as \$800.00 to the acre in splendid fruit.

We offer plants for sale. Price, 50c for 12; 75c for 25; \$1.00 for 50, prepaid.

Abstract of Weather Observations of the U. S. Weather Bureau Report of the Years 1910-1911-1912

Reported by W. R. SPRINGER, Local Observer, Santa Cruz, California

	TEMPERATURE									Rainfall			Rainy Days			Clear Days		Partly Cloudy		Cloudy Days			Per cent Sunshine		Rainfall for 13 years					
	MEAN	HIGHEST			LOWEST						1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912		
1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	1910	1911	1912	
January . .	47.9	49.3	52.1	70	78	79	27	29	31	5.15	16.03	4.46	9	18	10	11	14	16	7	1	4	13	16	11	62	47	60	1900	25.70	
February . .	48.6	47.6	53.4	72	67	73	26	26	30	2.62	5.63	.61	5	12	4	19	18	22	3	4	3	6	6	4	71	72	78	1901	20.28	
March	53.9	53.3	50.8	78	83	72	36	37	33	6.50	5.71	4.65	11	9	10	16	17	17	4	5	2	11	9	12	54	80	60	1902	29.82	
April	57.8	54.5	52.4	94	75	71	38	37	33	.50	1.63	2.17	3	5	9	24	20	19	3	5	6	3	5	5	91	73	70	1903	29.22	
May	59.7	55.6	58.2	93	88	94	38	35	36	.00	.50	1.86	0	3	7	25	25	25	2	4	1	4	2	5	83	87	75	1904	31.98	
June	58.4	58.7	63.	83	85	93	39	39	42	.05	.25	.45	1	1	2	27	27	25	2	1	0	1	2	5	92	90	80	1905	27.18	
July	61.	61.	62.8	90	92	91	42	45	43	.00	.00	.00	0	0	0	25	23	31	1	6	0	5	2	0	79	80	91	1906	38.69	
August	58.7	62.	63.	91	85	89	40	44	42	.00	.00	.00	0	0	0	25	27	24	1	2	3	5	2	4	70	90	82	1907	27.22	
September . .	59.8	59.7	64.8	91	85	95	40	40	44	.04	.00	.73	2	0	4	23	26	23	0	3	3	7	1	4	71	90	82	1908	21.22	
October . . .	59.2	59.2	56.5	96	93	89	39	40	34	1.21	1.35	.77	3	2	4	21	24	27	5	4	1	5	3	3	77	87	85	1909	50.41	
November . .	53.1	53.2	55.1	75	77	80	32	32	33	.70	1.10	1.82	3	2	6	20	27	22	5	1	2	5	2	6	78	93	80	1910	18.57	
December . .	51.5	48.3	47.9	75	77	66	28	27	27	1.80	3.71	1.13	2	8	5	21	23	25	6	1	2	4	7	4	86	79	84	1911	35.91	
																													1912	18.65
										18.57	35.91	18.65		39	60	61	257	271	276		39	37	27		69	57	63	75	81	77

18.57 35.91 18.65 39 60 61 257 271 276 39 37 27 69 57 63 75 81 77

Mean temperature for 20 years 56.38. Average rainfall for 20 years 28.80. Mean temperature for 1912 56.6. Mean temperature for January 52.1. Mean temperature for July 62.8. Mean maximum 83. Mean minimum 36. Number of times above 90 6. Number of times below freezing 13.

There is vastly more in this climate than is indicated by degrees of temperature. These are the mere letters of the alphabet. Beyond them lies the language of health, vitality, comfort, varied food products, and the vast literature of the open air.

Your Home

You want that home of yours as happy, healthy, sweet and beautiful as possible. If you have a productive fruit garden with flowers, trees and shrubs about the home, your



happiness ought to be complete. You get pleasure out of it and make money and become a good American citizen thereby.



Scene on the Coast of California Near Santa Cruz.



The Superlative Red Raspberry.

Our Reference

We are so well known by Berry growers throughout the United States that we can satisfy anyone wanting to do business with us that we deal on the square.

First, our reference is our "word of honor." If we were to give you a bank reference you would naturally expect the bank to say good things about us, if we carried a good bank account with them, but you would have no protection. Our bank account might be \$20,000 today, but we could draw it all out tomorrow. A bank reference is not good, because, when the money is drawn out the prejudice of the banker might be for or against us, just as it happened. They might say good things for us when they have our money, but little to say when the account is low.

Commercial Agencies, such as Bradstreets and Duns, are so utterly unreliable in their reports that we have long ago consigned them to the waste basket. Therefore, we give our best reference, our "word of honor." This is backed by thousands of satisfied customers and many prosperous Berry growers who have done business with us in years gone by.

We never were so well situated to take good care of our customers as right now. Orders will be filled to the best of our ability at all times. We value and appreciate a satisfied customer.

We deal absolutely on the square and fill all orders

promptly in the order received, when the proper time for shipping comes around.

Announcement

Alfred Mitting has closed out his business at Holland, Mich., where he has been located for several years, making a satisfactory disposition of the crops grown locally, and is now permanently located on the Pacific slope in the mild climate of California.

The reason for this change is because of ill health. Mr. Mitting has become partly paralyzed in one leg and cannot stand the cold Michigan Winter climate.

The illustration herewith shows a bit of scenery about Santa Cruz. The conditions in this vicinity for fruits, vegetables, flowers, and in fact all lines of intensive farming are very great.

Mr. Mitting has his office at 8 New Street, Santa Cruz, Calif. Address all orders there.

Order Early

It is necessary in conducting a large business like ours, to have a system. Early orders are usually best because it is necessary for us in being fair to others, to fill orders in the order they are received. First come, first served, is a motto that we use in our Shipping Department.

I invite your patronage believing confidently in the merit of my proposition. I can do you good—a trial order will convince you. Orders filled in the order received when shipping time comes. Early orders are best.

ALFRED MITTING.

How I Prefer to Do Business

GUARANTEE. Every plant that leaves my nursery is a thrifty, lusty specimen; but plants are perishable things, and I have to set limits to my guarantee. I guarantee that all plants will arrive at your station or post office in satisfactory condition, and also that they are true to name. If you do not find them satisfactory when they come, immediately pack and return them to me, and your money will be refunded. I can not assume responsibility for plants living, because that depends largely on the care you give them and the climatic conditions at the time of planting.

THE PRICES given here are net, **Cash with Order.** I will quote special prices on quantities larger than are listed.

SHIPMENTS will be made as soon as the order is received, weather permitting, or freight will be held until spring if desired. I ship by express or freight, whichever is best, unless otherwise stated in your letter, my letters, or in this book. So seldom do I receive complaints about plants or packing that I hardly know what they look like. I often pack plants so that they require 5 cents postage, when many other growers are cutting them back, root and branch, and packing them so lightly that they require only one cent postage. Heavier shipments are packed just as well. Plants can be shipped anywhere.

1,000,000 Berry Plants for sale.

These Prices Cancel All Previous Quotations--1915

	Per 3	per 6	Per 12	Per 25	Per 50	Per 100	Per 250	Per 500	Per 1000	Per 5000
<i>ice</i> MACATAWA. Strong 1 year old plants	\$0.50	\$0.75	\$1.50	\$3.00	\$5.00	\$10.00
PEACE ROOTS. \$1.00	\$10.00	\$40.00
GIANT HIMALAYA (True to Name). Strong Plants. See Cuts and Descriptions.50	.75	1.25	2.00	4.00	30.00
BURBANK'S PHEONINAL BERRY. Scarce. The Largest Berry Grown with Raspberry Favor50	.75	1.25	2.00	4.00
MAMMOUTH BLACK-BERRY	2.00	3.50
RED LOGAN	2.00	3.50
LAWTON BLACKBERRY 1 year old plants	2.00	3.50
ELDERADO. Early. Very large and Sweet	2.00	3.50
LAWTON and ELDERADO. Peace Roots	\$2.00	3.50
ST. REGIS (New) RASPBERRY. So-called Ever-bearing. Big Cropper, and Fine Favor	1.00	2.00	1.60	3.00	\$7.00
SHEPHERDS PRIDE (New). This is the finest all around Commercial Raspberry	1.00	2.00	1.60	3.00	7.00

THE ABOVE PLANTS ARE READY TO SHIP FROM DECEMBER 1st, 1914, TO MAY 1st, 1915.

WHEN CASH IS SENT WITH ORDER WE PREPAY THE EXPRESS AND MAIL CHARGES.



Giant Himalaya Berry Plants in Cold Winter Weather, Grown by Alfred Mitting



NEW
MACATAWA
EVERBEARING
BLACK BERRY